



FASHION INTERNATIONAL

NEWS AND VIEWS OF THE INTERNATIONAL FASHION WORLD

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PREVIEW: SPRING '73 AMERICAN READY-TO-WEAR

TENT COATS... returning stronger and really tenty (Pierre Cardin, Originala)

WHITE... big everywhere, even in coats (Beene Boutique, Cardin, Blass, John Anthony, Originala, Cuddlecoat, Vera Maxwell, Aldrich, Abe Schrader, Brenner Couture)

OFF-THE-SHOULDER. evening decolls returning, always with capelet or ruffle that covers rest of arms above elbow (Donald Brooks, Cardin, Scott Barrie, Jon Haggins)

COLD SHOULDERS return... one-shoulder evening decolls in the offing

ULTRASUEDE (Skinner's)... getting stronger for Spring in light colors... rain-repellent, washable, wrinkle-free and has actual brush marks, best seen in conventional suede color.

MATCHING BANDEAU BRAS... under open dress or jacket fronts (Gernreich)

ELASTICIZED AND DRAWSTRING WAISTLINES.. getting off to BIG START: below bloused waistlines. BIGGEST: the narrow drawstring tunnel in back only, with front sashed or buckled.

NEW POINTED PATCH POCKETS... they rise to a high point above pocket opening at Pierre Cardin... to an off-center point at Originala.

SLEEVES... long and short zipped-end DOLMANS (Cardin); NO SLEEVES... some with square armholes, others with tops rounded down over armtops.

INTERSTOFF (NOV. 21-24) CLOTHING TEXTILES TRADE FAIR

Several hundred firms from many countries will exhibit at the Clothing Textiles Trade Fair in Frankfurt/Main, West Germany, from Nov. 21 to Nov. 24. Exhibits include men's, women's, and children's wear fabrics; linings and interlinings; synthetic leather; scarves and scarf fabrics; accessories; fibers and yarns. Open only to authorized press, trade and buyers. Interstoff has scheduled its fairs for 1973: May 15-18 and Nov. 20-23. For brochure and list of exhibitors contact: German-American Chamber of Commerce, 666 Fifth Ave., NYC 10019. Att: Mr. Hans Teetz, 212-582-7788.

NATIONAL FASHION AND BOUTIQUE SHOW HOTEL McALPIN, N.Y.C., Jan. 21-24

The sixth semi-annual Boutique Show in N.Y. will feature more than 800 lines of boutique apparel and accessories for men, women and children... with 24 countries represented. Exhibits from Mezzanine through 10th floor. Contact: Oscar Pluznick, Hotel McAlpin, Bway & 34th St., Suite 2290, 212-524-5024.

Coming up in FI

- New, up-to-date info on London designers
- Evaluation of newest NYC boutiques
- Carefully researched list of overseas buying offices
- New resources to watch. . and wade into
- Evaluation of European ready-to-wear

GIFTWARE AND BRIC-A-BRAC ARE BACK...
AND THESE PARIS BOUTIQUES HAVE THEM!

CHRISTOFLE, 13 rue Royale...
Fine selection of the best silver,
glassware and porcelain.

LE VASE ETRUSQUE, 11 Place de la
Madelaine...
Long established firm with great col-
lections of glassware, porcelain and
bibelots.

CERELENE, 16 Av. Montaigne...
Beautiful Limoges, both for the
table and giftware.

DONA CARLOTTA, 22 rue Francois 1er...
Many good gift ideas.

MICHEL PIGNERES, 3 Av. Victor Hugo...
More good gift ideas.

JANSEN, 9 rue Royale...
Gifts for the home and beautiful,
expensive modern furniture.

MAISON ET JARDIN, 242 Boulevard
St.-Germain...
Furniture for house and garden. Lamps.

SAMY CHALOM, 38 Fg. St.-Honoré...
Magnificent, expensive furniture.

ROUVE, 68 rue Bonaparte...
Beautiful furniture, but expensive
too; worth a look.

L'AVANT SEINE, 46 rue de Seine...
Furniture and lamps.

MADRONET CONTEMPORAIN, 26 rue de
Paradis...
Porcelain... and reasonably priced.

FORMA, 38 rue Madame...
Furniture and small pieces, moderate.

TEMPO, 3 rue de Miromesnil...
Specialty furniture and odd pieces.
Moderate prices.

A TASTE FOR ADVENTURE!
TRY THESE PARISIAN RESTAURANTS.

BRASSERIE FLO, Cour des Petites
Ecuries. Tel. 770 13 59...
reasonable prices, 1900 atmosphere.

PHARAMOND, 24 rue de la Grande
Truanderie (Les Halles).
Tel. 231 06 92...
not cheap, but good.

LA CROQUE AU SEL, 331 rue St.-Dominique.
Tel. 795 23 53...
fairly expensive but a great setting.

BRASSERIE ROUGET, 59 Blvd. Montparnasse.
Tel. 548 38 01...
very reasonable, and good.

RUDI'S FOR BOBBY...
BOBBY SOCKS THIS SPRING, THAT IS.

Rudi Gernreich says bobby socks will
come back this Spring. He's showing
them.. along with colorful tennis
sneakers, gob hats and Marine bags --
large or small canvas totes with
single webbing strap across the top.

HARDY AMIES' MENSWEAR PREDICTIONS
FOR SPRING AND WINTER '73.

Amies predicts... trousers will be
a bit wider at the bottom and
cuffed -- 2-1/2 inches deep. Straight
sawed off vests -- straight across
the bottom -- will work better with
returning trouser pleats. There'll
be new pockets on walking suit
trousers at watch pocket level, on
both sides of front -- with buttoned-
down bracket-shaped flap. Pleat
front pants will have self-buttoned
waistbands. Fall color predictions:
chocolate brown, peat brown, charcoal
green.

GOOD BUYING OFFICES MEAN GOOD BUYS
PART I: ISRAEL

In our first issue, we promised you an in-depth report on international buying offices. Here is a list of top Israeli offices including some of their accounts. (Next month -- more on buying offices in Europe.)

Israeli offices work with you on a fee basis... ranging from 3% to 7% commission on the first cost of purchases. Percentage is based on various factors, such as your potential volume, amount of help you'll need with shipping, etc. Needless to say, you must negotiate your own deal for your firm. Here is our suggested list with a few of their major accounts:

MR. G. ANATA, TAYAR BROTHERS LTD.,
9 Ahad Haam St., Shalom Tower, Tel Aviv... Alexander's, Franklin Simon, Joseph Magnin, Winkelman Brothers, Battlestein's

MR. M. DIMANIS, 76 Allenby Road, Tel Aviv... Jordan Marsh, Bon Marche (Seattle), Richard's, Lowenstein's (Memphis), Maison Blanche (New Orleans)

MR. E. ENAT, 20 Levi Yitschak St., Tel Aviv... Sakowitz, Jacobson's, Robert Simpson (Canada), Wanamaker's (Phila.)

MRS. F. GOLDSCHLAGER, FINI GOLDSCHLAGER LTD., 3 Achuzat Bayit St., Tel Aviv... Korvette's, Howard Clothes, Sample Co. (Buffalo), J.M. Fields

MR. GABE HELLER, G. HELLER AND CO., LTD., 86 Zabotisky St., Oaziz House, Ramat Gan... Ohrbach's, Bergdorf Goodman, Henri Bendel, Gus Mayer, Gottschalks (Fresno, Cal.)

MR. A. MERIMSKY, ARIE MERIMSKY LTD.,
3a Struma St., Ramat Joseph, P.O.B. 593, Bat-Yam... Gimbel Bros., Saks, Neiman-Marcus, Weinstock, Neusteters

GENERAL BUYING SERVICES LTD., P.O.B. 1401, Tel Aviv... Montgomery Ward

ITALY IS THERE FOR READY-TO-WEAR:
SHOPPING IN MILAN

Here are some of the better ready-to-wear firms in Milan. Instead of jotting down their names in your little black book, why not simply keep your copies of Fashion International permanently in your files.

ROSABIANCA TRELL, Via Masaccio, 12; tel. 490920. Agent: Mr. Radaelli, Piazza Borromeo, tel. 863019... Suits, coats, dresses in a variety of good fabrics. Already sells to American clients like Saks and Gus Mayer. First cost prices: dresses, suits - from \$75; coats - \$75 to \$120; raincoats - from \$40.

MALJANA, Corso Matteotti, 8; tel. 705120...
Skirts, pants, dresses, coats, suits, pullovers, cardigans. Features young, classic styles. Sells to many American firms, including Lord and Taylor.

MISSONI, Via Luigi Rossi Sumirago (Varese); tel. 909170...
Probably the most successful Italian manufacturer both in Italy and abroad.

KINKY SHOP, Via Manzoni, 21; tel. 800775...

Only quite recently established in Italian market. Starting to find clients in U.S. market. Rather classic collection -- despite its name. Includes coordinates, coats, suits, evening dresses. Prices from about \$80 for coats.

FIORIO, Via Melzi d'Eril 26/28; tel. 314951...

Beautiful scarves, ties, dresses -- in silk, wool, cotton, using same prints for all three items. Exports everywhere to top specialty stores. Works with many American shops. Prices: scarves-\$9-13; ties -\$4-5; dresses - from \$30.

INSPIRATIONS ON VIEW HERE!
TWO TO BE SURE TO SEE IN N.Y.C.

AFRICAN TEXTILES AND DECORATIVE ARTS
Museum of Modern Art, Oct. 11-Jan. 31,
11 West 53rd St.

Exhibit of 99 textiles and 142 decorative objects from Africa, assembled from collections in the U.S. About 90% were produced within the last 100 years and 75% can still be found in use, on sale, or in current production. Truly inspirational for designers... especially the textiles which are quite different from the usual and offer intriguing basic ideas. The jewelry display ranges from bone-crushing bronze and iron to delicately modeled gold.

SPORTING LIFE
Metropolitan Museum of Art, to Nov. 30.
5th Avenue and 82 Street.

Displayed in the Costume Institute Galleries (83rd St.), you'll find 45 examples of European and American sports clothes for men and women... designed to be worn in active sports -- swimming, skating, riding, shooting. For example, a 1928 wool riding habit contrasts with the latest suede bicycling outfit of 1972.

FASHION EYEWEAR AWARDS

What'll be seeing YOU next year? If the most talked-about items at the 1973 Design Awards of the Fashion Eyewear Group of America (Hotel Pierre, NYC, Oct. 17) make it big with the public, it'll be ombred lenses (darkest on top to screen out sun); youthful goggles anchored to a headband; and dressy frames for men with triple bars across the bridge.

BIG SALES IN BIG SIZES --
FASHIONS FOR THE JUNOESQUE WOMAN

The market for large and half-size dresses is much larger than you probably imagined. While the U.S. Dept. of Commerce doesn't break down dress sales by size range or even classification, FI has recently learned that the total dollar volume of manufacturers in this field totals more than one hundred million dollars.

Here are some New York resources -- some will be new to you.

HERBERT LEVY, 488 Seventh Avenue...
half-sizes, 16-46, \$39.75-\$159.75.

LESLIE POMER (Div. Leslie Fay),
1400 Broadway.... half sizes,
dresses and costumes, \$16.75-\$42.75.

J S LTD. (Div. Jerry Silverman),
530 Seventh Avenue... just launched
misses sizes, 12-20, from \$49.75.
Concentrates on soft, special
occasion dresses.

M.S. COUTURE (Div. Abe Schrader),
530 Seventh Avenue...
custom (half) sizes, dresses and
costumes, from \$35 to \$89.

HOPEWELL (Div. Jonathan Logan),
1400 Broadway...
half-sizes, \$14.75-\$21.75.

FOREVER YOUNG (Div. Puritan Dress Co.),
1400 Broadway
10-20, \$12.75-\$24.75.

YOUNG VIEWPOINT FASHIONS, INC.,
1400 Broadway, half-sizes, \$29-\$49.

BARRY ASHLEY (For Baron Abramson),
1407 Broadway... sportswear to \$22.75
waist, 30-40; tops 36-46.

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